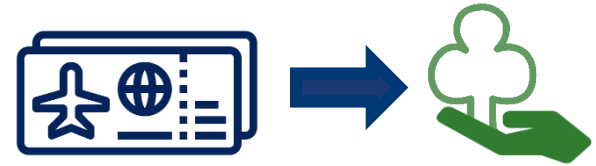# MILES to TREES

Sustainability initiative by VDR

Miles to Trees

- The background:

  Airlines, corporations, air travelers and the corporate travel industry in general all recognize the importance of caring for the environment.

- **The idea:**

  Airlines and corporations agree to use bonus miles of corporate purchased tickets for sustainability projects.

- The way:

  Airlines collect all traveler bonus miles of corporate purchased tickets centrally for sustainability use. Status miles will remain to the traveler.

The initiative creates a win-win situation

Airlines…

- get a simple way to help the environment
- have no additional cost impact, because miles already belong to the corporation and its travelers
- can reduce and release accruals for bonus miles

The initiative creates a win-win situation

Corporations and Travelers…

- get a simple way to help the environment
- clarify the conflict, what happens to the miles earned on business trips
- have no cost impact for the corporate or the traveler
- will get a confirmation for its corporate sustainability report

Let's make it happen, TOGETHER!

Other Categories, like rental car, hotel or rail are more than welcome to take part.

Miles to Trees

Join the initiative and contact us:

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